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ABSTRACT

Business corporations have significantly stepped up their support of public colleges and universities, and in 1972-73 for the first time gave more money to public institutions than to major private universities. This report analyzes gifts received by 283 public colleges and universities from corporations, foundations, private individuals, and community organizations. Altogether, the 283 public institutions attracted $402.1 million in gifts and grants from private sources during 1972-73, the latest year for which complete figures are available and the year covered by this report. Of this amount, corporation and business support accounted for $86.2 million or 21.4 percent. This was an increase of 26.4 percent from 1970-71. In 1972-73, corporations contributed $83.4 million to 65 major private universities--$2.8 million less than their contributions to the larger group of public institutions. The business community is the second largest source of private support to public higher education. The largest source of support is general philanthropic foundations, which account for $99.96 million or 24.9 percent of the public higher education voluntary support total in 1972-73. (MJM)

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VOLUNTARY SUPPORT for PUBLIC HIGHER EDUCATION

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This edition of *Voluntary Support of Public Higher Education*, covering the years 1972-73, which brings to 14 years the period covered by these reports, is particularly gratifying for a number of reasons, but chiefly for two. First, the report reflects the public's growing awareness of the importance of all higher education in American society. Second, it points to a clearly attainable potential for financial support far in excess of today's achievement, remarkable as that achievement is.

In the years included in these reports, we have witnessed a significant increase in the amount of private support given to public colleges and universities. Our first study, for the years 1958-59, reported $93.3 million in voluntary support received by 99 public universities. This year, we report more than four times that amount—an impressive $395.8 million divided among 210 comparable universities, plus another $6.3 million received by 72 public junior colleges. The junior college amount is especially noteworthy since it is more than double the total reported in our last study.

This documentary report speaks for itself, but I do have a few personal observations to make. I am particularly impressed by the reported level of support by foundations, by business corporations, and by non-alumni. I am concerned about the obvious need of increased private support for the smaller institutions. Overall, it should be most gratifying to all public higher education institutions to see that their total percentage increase of private support was higher than for private colleges and universities (22.1 percent as against 16.4 percent).

It is my sincere hope that the facts and figures contained in this report will help set realistic development goals and pinpoint the areas in which greater efforts to attract private support to public higher education should be made. I hope that the case studies and honor roll lists, by giving recognition to the pacesetter institutions, will encourage everyone concerned to aim still higher. Public higher education, if generously supported, will continue—together with private higher education—to enrich our nation.

Brakeley/JPJ looks forward confidently to reporting even greater progress in the years ahead.

George A. Brakeley, Jr.
Chairman of the Board,
Brakeley, John Price Jones, Inc.

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Summary and Grand Total of Support

In 1972-73,* the 283 public colleges and universities included in this study received more than $402 million in private support (see column 1 of Table 1). This was an increase of 22.3 percent over the $328.7 million reported in 1970-71 by the 307 public institutions included in our last biennial report.

In the same period, private contributions to all of higher education reported in the CFAE survey rose 16.4 percent to $1.75 billion. The share of all private contributions going to public higher education was 22.9 percent, a new high, but only slightly more than two years earlier when the comparable figure was 21.8 percent.

Of the private contributions to public higher education in 1972-73, 98.4 percent of the total dollar amount went to the 210 "senior" state colleges and universities reporting, while the remaining 1.6 percent was divided among the 73 public junior colleges in the study.

Different institutions use different ways of attracting money. Particularly important for some schools are foundations established for the express purpose of accepting private contributions for the benefit of the college. These offer great flexibility.

The purposes of this private support are shown in columns 2 and 3 of Table 1. The sources are shown in columns 4 through 8.

As in the past, the bulk of contributions was made for the purpose of meeting the expenses of current operations, although a higher proportion went for capital purposes in this study than in the previous one—33 percent in 1972-73 compared to 29 percent in 1970-71.

Table 1

Summary of Voluntary Support for Public Higher Education, 1972-73

	VOLUME OF SUPPORT	PURPOSE OF SUPPORT		SOURCES OF SUPPORT				
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		Current operations	Capital purposes	Foundations	Business	Alumni	Non-alumni individuals	Other
State colleges and universities	$395,807,119*	$262,531,802	$127,539,334	$97,408,734	$84,649,495	$64,683,007	$77,124,890	$71,940,923
	(100.0%)	(66.2%)	(32.2%)	(24.6%)	(21.3%)	(16.3%)	(19.5%)	(18.2%)
Public junior colleges	6,280,865	2,940,519	3,340,346	2,551,825	1,525,093	98,387	1,034,037	1,071,523
	(100.0%)	(46.9%)	(53.1%)	(40.6%)	(24.3%)	(1.6%)	(16.5%)	(17.1%)
Total for all public colleges and universities	$402,087,984	$265,472,321	$130,879,680	$99,960,559	$86,174,588	$64,781,464	$78,158,927	$73,012,446
	(100.0%)	(66.0%)	(32.6%)	(24.9%)	(21.4%)	(16.1%)	(19.4%)	(18.2%)

*Of this amount, $5,737,983 has no current operations/capital purpose breakdown available. In addition, no source breakdown was available for $11,441,642 and the amount was combined with "other."

Note: The institutional category "Municipal," present in former CFAE studies, did not appear in this year's study, therefore is not shown here.

ACKNOWLEDGMENTS

Institutional figures in this analysis originated in the report *Voluntary Support for Education, 1972-73,* published in 1974 by the Council for Financial Aid to Education (CFAE) in cooperation with the American Alumni Council (AAC) and the National Association of Independent Schools. The CFAE report, which also contains statistics for private institutions, is the most up-to-date, comprehensive source of information available on voluntary support for higher education. The cooperation of the CFAE and AAC in preparing this report is very much appreciated.

In addition, the cooperation of the three national organizations which represent nearly all of the public colleges and universities included in this study is gratefully acknowledged. Representatives of the National Association of State Universities and Land-Grant Colleges, the American Association of State Colleges and Universities and the American Association of Community and Junior Colleges provided valuable advice and assistance in the preparation and distribution of this edition of *Voluntary Support for Public Higher Education.*

*All references to years in this report are to academic years.

Also consistent with past figures, the largest source of private support of public colleges was the general philanthropic foundation. However, the source showing the greatest increase since the previous report was individuals who are not alumni of the receiving institutions. Contributions from such individuals showed an increase of 30.2 percent, while foundation contributions rose 27.7 percent.

The purposes and sources of support will be discussed in more detail in later sections of this report.

Although these overall figures show impressive gains, it should be noted that the bulk of private contributions to public higher education continues to go to the larger institutions, especially to the multi-campus universities. A large gap separates these institutions from the remaining public institutions in the amount of private support.

The accompanying honor rolls for total support show the leading institutions in each of four types of public institutions: members of the National Association of State Universities and Land-Grant Colleges (NASULGC) and comparable universities; members of the American Association of State Colleges and Universities (AASCU) and comparable colleges and universities; public junior and community colleges, most of them members of the American Association of Community and Junior Colleges; and the traditionally black public colleges served by the Office for Advancement of Public Negro Colleges, jointly sponsored by NASULGC and AASCU. This breakdown permits recognition of outstanding institutions of several different types.

Purposes of contributions

As shown in column 2 of Table 1, the purpose for which contributions were earmarked was predominately current operations, which accounted for two-thirds (66 percent) of the total funds.

However, there was a striking difference between contributions to public senior colleges and universities and those to junior and community colleges. More than half (53.1 percent) of the money going to the latter was earmarked for capital purposes. This is a marked change from the periods covered by the past two reports, covering the years 1968 through 1971. In those years junior college contributions showed the same two-to-one ratio of current operations to capital purposes as did contributions to senior colleges and universities

TOTAL SUPPORT HONOR ROLL

NASULGC-Type Institutions

$44,329,041	University of California (System)	(8)
22,650,851	University of Wisconsin	(8)
21,910,826	University of Michigan	(8)
20,392,202	University of Minnesota	(8)
14,223,173	University of Illinois	(8)
13,034,363	Indiana University	(4)
11,653,264	University of Cincinnati (Ohio)	(4)
10,170,590	Ohio State University	(2)
9,693,367	Texas A & M University	(1)
9,166,135	University of Washington	(1)

The figures in parentheses indicate how many times the school has appeared on a total support honor roll in the eight Brakeley reports to date, including this one.

AASCU-Type Institutions

$8,931,764	The Citadel (S.C.)
2,889,719	Upstate Medical Center (N.Y.)
1,827,141	Wichita State University (Kan.)
1,706,586	University of Nevada-Las Vegas
1,650,457	Indiana State University
1,505,598	University of Akron
1,373,055	University of Louisville (Ky.)
1,353,797	Ball State University (Ind.)
1,348,447	Georgia State University
1,173,512	Columbus College (Ga.)

Traditionally Black Institutions

$568,664	Fayetteville State University (N.C.)
492,646	North Carolina Central University
422,005	Tennessee State University
391,235	Alcorn A & M College (Miss.)
347,516	Florida A & M University

Junior and Community Colleges

$1,984,646	Wayne County Cmty. College (Mich.)
899,100	Vincennes University (Ind.)
250,000	Cmty. College of Beaver County (Pa.)
209,440	Sandhills Cmty. College (N.C.)
203,544	Delta College (Mich.)

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That ratio has remained constant for senior institutions in this study.

Public senior institutions showed a significantly higher proportion of contributions going for current operations than did higher education institutions as a whole. For all of higher education, the breakdown is 53.1 percent of contributions to current expenses and 46.9 percent to capital purposes, compared to 66 and 33 percent, respectively, for the public senior institutions.

Sources of support

For public institutions as a whole, general philanthropic foundations remained the source of the largest share of contributions—24.9 percent of the total. Business was again a strong second, contributing 21.4 percent of the total (see columns 4 through 8 of Table 1).

However, there was again a sizable difference between the pattern of support for senior colleges and universities and that for junior colleges. Among the latter, foundations contributed a much larger part and alumni a much smaller part of the reported private support.

Chart 1 shows how the pattern of sources of contributions to public institutions compares with that for 65 major private universities as selected by CFAE in its report, *Voluntary Support to Education*. As shown in Table 2, these 65 institutions received a total of more than $709 million in voluntary support compared to the $402 million received by all 283 public institutions combined.

Business sources and miscellaneous sources (the latter categorized as "other") make up larger shares of the gifts to public institutions than to private universities, while alumni and non-alumni individuals make up significantly smaller shares and foundations a slightly smaller share. These relationships are the same as in the previous report.

Unlike past years, however, business corporations actually contributed more dollars to the 283 public institutions than to the 65 major private universities—$86.2 million to the former, compared to $83.4 million to the latter. The category labeled "other" also showed a larger dollar amount in the public column, as it did two years earlier.

Table 2 shows the dollar amounts received from each type of source by the public institutions and the private universities.

The impressive showing of support by businesses for public institutions reflects the 26.4 per-

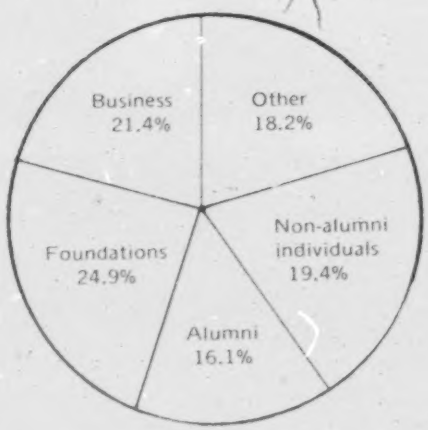
Table 2

Comparison of Contribution Sources by Type of Institutional Control

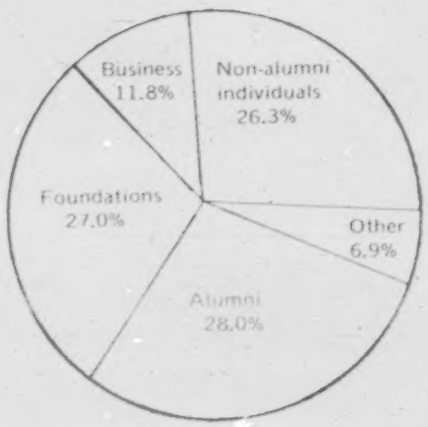
Source	Public institutions (283)	Major private universities (65)
Foundations	$99,960,559	$191,797,193
Business	86,174,588	83,383,597
Alumni	64,781,464	198,673,182
Non-alumni individuals	78,158,927	186,334,745
Other	73,012,446	49,220,482
Total	$402,087,984	$709,409,199

Chart 1

PUBLIC INSTITUTIONS



MAJOR PRIVATE UNIVERSITIES



cent increase in contributions from this source since 1970-71, from $68.2 million. Despite this strong showing by business, however, other groups showed even larger increases in their contributions to public institutions. Non-alumni individuals showed the greatest percentage increase, boosting contributions by 30.2 percent, from $60.0 million in 1970-71 to $78.1 million in 1972-73. Foundations showed the second-greatest gain, 27.7 percent. The amounts contributed to public higher education by each source in 1970-71 and 1972-73, along with percentage increases, are shown in Table 3.

Public junior and community colleges showed especially noteworthy increases in amounts received from some sources. The most dramatic rise was a five-fold increase in contributions from businesses, from $242,000 to more than $1.5 million. Foundation support to these colleges rose by 156 percent, from less than $1 million to more than $2.5 million.

The percentage increases between 1970-71 and 1972-73 for each source of support are shown separately for four-year institutions and for junior colleges in Table 4.

Table 3

Changes in Level of Contributions for All Public Institutions, by Source

Source	1970-71	1972-73	Percent change
Foundation	$78,247,835	$99,960,559	+22.3
Business	68,172,615	86,174,588	+26.4
Alumni	63,627,739	64,781,464	+01.8
Non-alumni individuals	60,009,604	78,158,927	+30.2
Other	58,663,318	73,012,446	+24.5
Total	$328,721,111	$402,087,984	+22.3

Total support

On the honor roll for total support, most leaders among the largest institutions, the NASULGC-type universities, are the same as reported in the previous study. Only the last three universities on the list were not there last time: Ohio State, which has appeared on a total support honor roll once before; and Texas A&M and the University of Washington, both newcomers to this honor roll. It should be noted that the University of Texas System, which was second in the previous honor roll, did not participate in the 1972-73 CFAE study, while data for Rutgers, the State University of New Jersey, were received too late for inclusion.

Of AASCU-type colleges, five institutions on the previous honor roll have returned. They are Wichita State University, Indiana State University, University of Akron, University of Louisville, and Ball State University. Only North Carolina Central University and Tennessee State University were on the previous list for traditionally-black colleges, and only Sandhills Community College (N.C.) appears on both the present and previous lists for junior and community colleges.

Foundation support

This category includes grants from general philanthropic foundations and from special purpose, community, and family foundations. Company foundation gifts are included under business support figures.

The nearly $100 million in foundation money (see column 4, Table 1) continues to make up the largest share of contributions to public higher education, constituting 24.9 percent of the total. Foundation support represents 40.6 percent of junior college contributions, 24.6 percent of contributions to other public institutions. The foundation share of total contributions has risen slightly for both types of public institutions since 1970-71 - up from 32.4 percent for junior colleges and from 23.7 percent for senior colleges and universities.

Table 4

Percent Changes by Source for Public Senior Colleges and Junior Colleges

Source	Senior colleges and universities 1970-71 (N=217) to 1972-73 (N=210)	Junior colleges 1970-71 (N=76) to 1972-73 (N=73)
Foundations	+31.0	+156.3
Business	+28.0	+528.0
Alumni	+ 2.9	+ 54.0
Non-alumni individuals	+39.0	+ 24.3
Other	+30.4	+ 14.0
Total	+26.0	+104.5

FOUNDATION SUPPORT HONOR ROLL

NASULGC-Type Institutions

$19,920,164	University of California (System)
7,179,556	University of Michigan
6,199,564	University of Wisconsin
5,384,759	University of Minnesota
2,669,987	Michigan State University
2,431,869	Indiana University
2,376,632	Louisiana State University
2,174,094	Texas A & M University
2,039,106	Ohio State University
1,967,945	University of Illinois

AASCU-Type Institutions

$8,591,501	The Citadel (S.C.)
667,000	California State Polytechnic University--Pomona
495,035	SUNY Empire State College (N.Y.)
412,946	Northern Illinois University
408,596	Medical College of Georgia
369,709	Eastern Michigan University
333,155	Ball State University (Ind.)
287, 830	University of Louisville (Ky.)
247,892	Powling Green State University (Ohio)
244,494	Western Michigan University

Traditionally Black Institutions

$390,000	Alcorn A & M College (Miss.)
231,222	Florida A & M University
165,848	Elizabeth City State University (N.C.)
141,361	North Carolina A & T State University
100,716	Prairie View A & M University (Tex.)

Junior and Community Colleges

$1,982,138	Wayne County Cmty. College (Mich.)
155,359	Sandhills Cmty. College (N.C.)
127,239	New Mexico Military Institute
100,000	SUNY Fashion Institute Tech. (N.Y.)
50,000	SUNY Sullivan County Cmty. College (N.Y.)

The honor rolls for foundation support show considerable variation since 1970-71. For NASULGC-type institutions, the four top institutions are the same as in the previous period, but none of the remaining institutions on the current list appeared on the previous one. The AASCU-type schools showed even more change. Only Eastern Michigan University appears on both this list and the comparable one in the previous report. The traditionally black and junior colleges show a complete changeover.

Business support

As in the past, business was the second most important contributor to public higher education in 1972-73, accounting for 21.4 percent of all contributions. Its share has gone up slightly, from 20.7 percent in the previous report.

The amount of business contributions has gone up by 26.4 percent, from $68.2 million to $86.2 million (see column 5, Table 1). The greatest percentage increase came in support to junior colleges, an increase of 528 percent, from $242,846 in 1970-71 to $1,525,093 in 1972-73. Business support of senior colleges and universities in the public sector rose by 24.6 percent, from $67.9 million to $84.6 million.

The leading institutions on the business support honor rolls are receiving substantially more money from this source than did past leaders. The University of Michigan, which remains in first place, received more than $7.3 million from business sources, compared to $5.3 million in the previous report.

In the honor rolls, Ohio State and Iowa State returned to the list after absences since the 1966-67 report, while Wayne State and Louisiana State appear for the first time in this category. Of the AASCU-type schools, only the University of North Carolina at Charlotte, Appalachian State University and Bowling Green State University are new this year. Only two of the traditionally black institutions, North Carolina Central University and Tennessee State University, appear on both this and the previous business support honor rolls. The first place institution, Fayetteville State University, was not on the roll last time. Only one school appears on both the latest and the previous lists for junior and community colleges--Delta College in Michigan.

Of the 210 senior public colleges and universities in this study, 144 received support from corporate matching grant programs. This is 68.6 percent of these institutions, a significant increase from the 55 percent showing in the previous report. The total amount received through matching grants was $1,289,431.

There was almost no matching gift activity among public junior colleges, where a total of $575 was reported by four colleges.

Total alumni support

There are several channels through which alumni can contribute to their alma maters. One of the most important is annual fund drives; details of such contributions are given later. Other channels for alumni giving include capital and development campaigns and bequests. At some institutions, all alumni contributions flow through one fund agency; at others, several means exist for accepting alumni gifts.

Considering all forms of alumni giving together, alumni contributed $64.8 million to public higher education, or 16.1 percent of all contributions received in 1972-73 (see column 6, Table 1). Total alumni giving however, has shown almost no increase since the last report—a mere 1.8 percent rise overall.

Although there was a greater increase (54 percent) in alumni giving to community and junior colleges, the actual amounts are still relatively small, less than $64,000 in 1970-71 and just over $98,000 in 1972-73. Alumni contributions still make up a tiny share of voluntary contributions to junior colleges—only 1.6 percent.

Interestingly, alumni support of four-year institutions appears to rise and fall in cycles. It declined by four percent between 1966-67 and 1968-69, then rose by a substantial 46.2 percent between the latter period and 1970-71.

Bequests, annuities, life contracts and insurance policies

Although the number of public colleges and universities receiving contributions in these forms has increased slightly, it still represents a distinct minority of these institutions. Some $34,521,969 in income from bequests went to 96 of the senior institutions in this study, or about 46 percent of

CORPORATE SUPPORT HONOR ROLL

NASULGC-Type Institutions

$7,335,697	University of Michigan
5,419,726	University of California (System)
4,942,907	University of Wisconsin
4,652,289	Ohio State University
4,324,331	Texas A & M University
3,349,230	University of Illinois
2,862,069	Michigan State University
2,244,668	Wayne State University (Mich.)
2,236,533	Louisiana State University
2,219,206	Iowa State University

AASCU-Type Institutions

$1,373,970	Indiana State University
690,966	University of Akron (Ohio)
552,886	University of South Florida
440,839	University of North Carolina—Charlotte
409,687	Michigan Technological University
392,294	Georgia State University
358,947	Ball State University (Ind.)
345,238	Appalachian State University (N.C.)
325,341	Virginia Commonwealth University
309,997	Bowling Green State University (Ohio)

Traditionally Black Institutions

$553,778	Fayetteville State University (N.C.)
477,560	North Carolina Central University
396,073	Tennessee State University
109,912	North Carolina A & T State University
60,246	Virginia State College

Junior and Community Colleges

$786,100	Vincennes University (Ind.)
151,000	S.D.Bishop State Jr. College (Ala.)
133,780	SUNY, New York City Cmty. College
89,251	Delta College (Mich.)
68,459	Northwestern Michigan College

the total, compared with 31 percent in the previous study. Proceeds from annuities, life contracts, and insurance policies were received by 23, or slightly more than 10 percent, of these institutions, roughly the same as before.

By contrast, almost 90 percent of major private universities reported income from bequests, and 50 percent said they received income from annuities, contracts, or insurance.

No public junior college reported income from annuities, life contracts, or insurance, but 12 colleges or about 17 percent of the total reported income from bequests. Two years earlier, only seven junior colleges, or about 10 percent of the study total, reported bequest income.

Support from non-alumni individuals

This source contributed the third largest share of total support to public higher education in this study, surpassing contributions from alumni (see column 7, Table 1). Non-alumni individuals include trustees, parents of students, and neighbors of an institution.

Contributions from this source showed the largest percentage increase since the last report, a 30.2 percent rise from $60 million to $78.1 million. Non-alumni individuals' contributions make up a larger share of total contributions to senior institutions than to junior colleges—19.5 percent for the former, 16.5 percent for the latter.

Other sources

This category includes a limited number of gifts from religious organizations, some from such groups as labor unions, service clubs and other organizations, and more from a wide variety of miscellaneous sources.

A little more than $73 million went to public higher education from these sources (see column 8, Table 1). This was an increase of 24.5 percent from the $58.6 million figure of 1970-71.

These contributions represented 18.2 percent of all public higher education voluntary support, a slight increase from the 17.8 percent share previously reported.

No honor rolls are compiled for this category because its components are too varied for meaningful comparison.

TOTAL ALUMNI SUPPORT HONOR ROLL

NASULGC-Type Institutions

$5,480,046	University of Illinois
4,616,278	University of Wisconsin
3,271,659	University of Michigan
2,698,672	University of Kansas
2,475,107	Georgia Institute of Technology
2,473,727	University of California (System)
2,450,978	University of Utah
2,253,663	Purdue University (Ind.)
2,029,139	Texas A & M University
1,924,073	Iowa State University

AASCU-Type Institutions

$1,022,709	Weber State College (Utah)
596,654	Virginia Military Institute
502,041	College of William and Mary (Va.)
278,433	Michigan Technological University
227,269	Wichita State University (Kan.)
208,312	University of Akron (Ohio)
207,713	Ball State University (Ind.)
204,741	University of North Carolina–Greensboro
200,305	The Citadel (S.C.)
187,316	University of Louisville (Ky.)

Traditionally Black Institutions

$75,847	North Carolina A & T State University
30,586	Florida A & M University
27,975	Savannah State College
23,000	Jackson State College (Miss.)
15,089	Winston-Salem State University

Junior and Community Colleges

$27,000	Vincennes University (Ind.)
16,350	New Mexico Military Institute
15,000	Henderson County Jr. College (Tex.)
10,170	Sinclair Cmty. College (Ohio)
7,720	Delta College (Mich.)

NASULGC-Type Institutions

$9,868,299	University of California (System)
7,961,921	University of Cincinnati (Ohio)
6,924,665	University of Minnesota
5,068,157	University of Virginia
3,748,751	University of Washington
2,618,567	University of Michigan
2,161,381	University of Tennessee
1,937,988	University of Wisconsin
1,900,311	Ohio State University
1,760,039	University of Delaware

AASCU-Type Institutions

$1,343,678	University of Nevada—Las Vegas
1,255,308	Wichita State University (Kan.)
1,042,493	Columbus College (Ga.)
554,820	Midwestern University (Tex.)
432,208	East Carolina University (N.C.)
404,272	Towson State College (Md.)
278,394	Virginia Commonwealth University
242,907	Virginia Military Institute
242,238	College of William and Mary (Va.)
224,327	University of Akron (Ohio)

Traditionally Black Institutions

21,681	Grambling College (La.)
8,725	West Virginia State College
7,807	Florida A & M University
6,037	Alabama State University
5,983	North Carolina A & T State University

Junior and Community Colleges

$175,082	Lane Cmty. College (Ore.)
160,571	Gaston College (N.C.)
86,000	Vincennes University (Ind.)
64,231	Northwestern Michigan College

Annual fund support

Annual funds encourage regular, continuing giving, an important factor in maintaining strong institutions and programs. Because of its importance, annual fund giving is described here in detail.

A somewhat higher proportion of state colleges and universities reported gifts to annual funds in this study than in the last report—84 percent compared to 75 percent. Because only 12 of the 73 public junior colleges reported annual fund contributions, they will not be discussed in this section, although honor rolls have been compiled for junior colleges.

Number of alumni of record—The size of the pool of alumni is an important figure because it provides the yardstick by which the breadth of alumni support can be measured. However, the institutions reporting do not all give precisely comparable data. Some consider all alumni as being "of record," while others include only those for whom they have current addresses. Some institutions consider all former students as alumni, while others count only those who earned degrees.

The public four-year institutions in this study reported a total of 6,621,099 alumni of record in 1972-73 (see column 9 on the institutional reports beginning on page 20). This is 41.7 percent of the alumni reported by all 1,365 institutions of all types participating in the CFAE survey.

Number of alumni solicited—Public four-year institutions actually solicited contributions from 81.2 percent of their alumni of record, or 5,375,622 alumni (see column 10, institutional reports). This is a somewhat higher proportion than reported two years ago, when 77 percent were solicited. In general, those omitted from solicitations are alumni for whom correct addresses are not available, members of religious orders, and those who specifically request omission. Many schools do not solicit gifts from non-degree holders unless these alumni have in some way indicated special interest, such as by making a contribution or attending a university function. Thirty-two institutions reported they made no solicitations of alumni, although 15 of these reported receiving unsolicited contributions in small amounts.

ALUMNI SOLICITATION RESPONSE HONOR ROLL

Alumni of record	Alumni solicited	Alumni donors	Percent response	
NASULGC-Type Institutions				
38,047	37,245	18,160	48.8	Georgia Inst. of Tech.
58,000	53,083	21,867	41.2	Texas A & M Univ.
38,200	36,700	13,468	36.7	Virginia Poly. Inst. & State Univ.
42,000	42,000	13,664	32.5	Mississippi State Univ.
48,000	38,620	12,079	31.3	Miami Univ. (Ohio)
53,200	38,500	9,208	23.9	Univ. of Virginia
73,537	72,000	16,283	22.6	Univ. of Kansas
22,917	22,120	4,913	22.2	Univ. of Rhode Island
172,400	146,054	31,722	21.7	Ohio State Univ.
286,305	179,867	38,705	21.5	Univ. of Michigan
AASCU-Type Institutions				
25,200	25,200	10,933	43.4	Univ. of Southern Mississippi
10,166	10,166	3,837	37.7	Virginia Military Inst.
4,720	4,720	1,631	34.6	Plymouth St. College (N.H.)
3,955	3,955	1,313	33.2	Medical Coll. of Ga.
37,314	32,778	9,191	28.0	Ball State Univ. (Ind.)
35,900	27,300	7,649	28.0	Univ. of North Carolina–Greensboro
25,506	25,506	5,658	22.2	Coll. of Wm. & Mary (Va.)
12,000	12,000	2,646	22.1	Newark Coll. of Engineering (N.J.)
26,742	25,250	5,166	20.5	Univ. of Toledo (Ohio)
11,451	11,451	2,335	20.4	Longwood Coll. (Va.)
Traditionally Black Institutions				
4,000	2,500	2,000	80.0	Savannah St. Coll. (Ga.)
3,728	1,230	450	36.6	Elizabeth City St. Univ. (N.C.)
9,250	6,550	1,500	22.9	Florida A & M Univ.
4,961	4,961	1,075	21.7	Virginia St. Coll.
Junior and Community Colleges				
6,500	2,000	560	28.0	Delta Coll. (Mich.)
2,840	2,840	417	14.7	Sinclair Cmty. Coll. (Ohio)
17,235	10,000	615	6.2	N. Mex. Military Inst.

Number of alumni donors to annual fund—In 1972-73, 685,276 alumni of public four-year institutions made contributions to their alma maters' annual funds. This is a response rate of 12.8 percent of those solicited.

This was the smallest response rate of any category of four-year institutions reported in the CFAE survey. Major private universities, in contrast, reported a 21.9 percent response.

Donors to public four-year institutions constitute about 31 percent of all annual fund contributors to institutions of higher education. This is a smaller proportion than the figure for 1970-71 of 34 percent.

Like alumni giving in general, alumni support to annual funds has shown little increase since the previous report. While the number of alumni solicited by public institutions went up 5.9 percent, from 5.1 million to 5.4 million, the number of alumni donors to annual funds of these institutions went up by a mere 0.8 percent, from 679,647 to 685,276.

Table 5 shows alumni solicitation response rates by type of institution.

Table 5

Alumni Solicitation Response by Type of Institution, 1972-73

Type of Institution	Percent response
Private women's colleges	30.6
Private men's colleges	30.2
Major private universities	21.9
Private coeducational colleges	19.4
Professional and specialized schools	16.3
Public colleges and universities	12.8
Private junior colleges	11.0
Public junior colleges	4.0

Alumni gifts to annual fund—Despite the small rise in the number of donors, the amount of money contributed by alumni to annual funds showed a considerable increase of 45 percent, from $23,697,760 to $34,365,694. This reverses a slight downward movement that occured between the 1968-69 report and the 1970-71 report.

Total gifts to the annual fund—At many institutions, contributions from alumni are supplemented by gifts from other sources in computing the annual fund totals. In 1972-73, alumni contributions represented 64 percent of the total of $53,770,392 given to the annual funds of public institutions. Some $410,387 was contributed by parents, for 0.8 percent of the total. The rest is accounted for by contributions from businesses, general philanthropic foundations, and non-alumni individuals.

The amount of total gifts represents an increase of 40.6 percent from the previous period, when the total was $38,250,574.

The honor roll of total gifts to annual funds reflects varying definitions by different institutions of annual fund gifts. Some count only certain alumni gifts; others include gifts from many other sources in their annual fund totals.

Financial and enrollment statistics

Public senior institutions spent a total of $7.966 billion for educational, general and student aid purposes during 1972-73. Thus, the amount contributed by private sources to these colleges made up just under five percent of their expenditures for these purposes.

These expenditures by public senior colleges, according to CFAE figures, constitute 55 percent of all such expenditures by all the institutions of higher education—public and private—in its survey.

The market values of the endowments of the public senior colleges total $1.285 billion. This figure is based on information from 190 institutions and amounts to 10.2 percent of the total market value of all endowments of higher education institutions in the United States reported by the CFAE survey.

Columns 14 and 15 of the institutional tables in the back of this volume show figures on expenditures and endowments for institutions with more than $100,000 in total voluntary support. The total figures cited above refer to all institutions in the CFAE survey. □

ALUMNI DONORS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Institutions

38,705	University of Michigan
31,722	Ohio State University
21,867	Texas A & M University
18,876	Indiana University
18,160	Georgia Institute of Technology
17,004	University of Wisconsin
16,283	University of Kansas
16,112	University of California—Los Angeles
15,428	University of Tennessee
14,840	University of Illinois

AASCU-Type Institutions

10,933	University of Southern Mississippi
9,191	Ball State University (Ind.)
7,649	University of North Carolina—Greensboro
7,036	Western Michigan University
5,788	Bowling Green State University (Ohio)
5,658	College of William and Mary (Va.)
5,166	University of Toledo (Ohio)
4,355	Indiana State University
3,837	Virginia Military Institute
3,452	Georgia State University

Traditionally Black Institutions

2,000	Savannah State College (Ga.)
1,500	Florida A & M University
1,075	Virginia State College
1,030	North Carolina A & T State University
900	Jackson State College (Miss.)

Junior and Community Colleges

653	SUNY, Dutchess Cmty. College (N.Y.)
615	New Mexico Military Institute
560	Delta College (Mich.)
417	Sinclair Cmty. College (Ohio)
250	SUNY, New York City Cmty. College

ALUMNI GIFTS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Institutions

$4,090,354	University of Michigan
2,213,404	University of California–Los Angeles
1,950,098	Indiana University
1,915,895	Texas A & M University
1,578,510	Ohio State University
1,384,763	University of Wisconsin
1,181,900	Oklahoma State University
1,006,701	Purdue University (Ind.)
884,683	Michigan State University
845,904	Georgia Tech. University

AASCU-Type Institutions

$324,270	Virginia Military Institute
232,625	College of William and Mary (Va.)
208,312	University of Akron (Ohio)
163,648	Ball State University (Ind.)
152,272	University of North Carolina–Greensboro
131,354	Western Michigan University
117,407	University of Louisville (Ky.)
115,802	Bowling Green State University (Ohio)
114,328	Newark College of Engineering (N.J.)
113,320	University of Southern Mississippi

Traditionally Black Institutions

$66,254	North Carolina A & T State University
31,891	Savannah State College (Ga.)
30,586	Florida A & M University
23,000	Jackson State College (Miss.)
21,733	Virginia State College

Junior and Community Colleges

$15,000	New Mexico Military Institute
6,630	Sinclair Cmty. College (Ohio)
6,530	SUNY, Dutchess Cmty. College
4,523	Potomac State College (W. Va.)
4,000	Delta College (Mich.)

TOTAL GIFTS TO ANNUAL FUND HONOR ROLL

NASULGC-Type Institutions

$4,090,354	University of Michigan
3,369,385	Ohio State University
2,600,131	Indiana University
2,213,404	University of California–Los Angeles
2,140,740	University of Wisconsin
1,921,219	Texas A & M University
1,868,142	University of Minnesota
1,815,574	Michigan State University
1,572,763	University of Colorado
1,308,030	University of Virginia

AASCU-Type Institutions

$1,167,140	Ball State University (Ind.)
621,982	Western Michigan University
534,118	Colorado School of Mines
388,342	Virginia Military Institute
363,308	Indiana State University
358,627	Central Michigan University
339,831	College of William and Mary (Va.)
325,755	Bowling Green State University
237,662	University of Akron (Ohio)
217,578	University of Southern Mississippi

Traditionally Black Institutions

$91,423	North Carolina A & T State University
73,671	South Carolina State College
64,276	Alabama State University
49,355	West Virginia State College
38,485	Winston-Salem State University (N.C.)

Junior and Community Colleges

$17,615	New Mexico Military Institute
14,659	Mississippi Gulf Coast Jr. College
10,170	Sinclair Cmty. College (Ohio)
6,530	SUNY, Dutchess Cmty. College (N.Y.)
4,548	Potomac State College (W. Va.)

Figures from the following institutions are included in the totals used in the text of this report although they are not listed in our institutional tables because their grand total of voluntary support was less than $100,000:

State colleges and universities

Alabama St. U.; Arkansas Polytechnic Coll.; Arkansas, U. of, Little Rock; Armstrong St. Coll. (Ga.); California St. Coll. (Pa.); California St. U. at Fullerton and Humboldt; Cameron Coll. (Okla.); Christopher Newport Coll. (Va.); Coppin St. Coll. (Md.); Dakota St. Coll. (S.D.); Eastern Connecticut St. Coll.; Eastern Illinois U.; Eastern Montana Coll.; East Tennessee St. U.; Fitchburg St. Coll. (Mass.); Florida International U.; Glenville St. Coll. (W. Va.); Jackson St. Coll. (Miss.); Jersey City St. Coll. (N.J.); Johnson St. Coll. (Vt.); Kean Coll. (N.J.); Kearney St. Coll. (Neb.); Keene St. Coll. (N.H.); Kentucky St. U.; Lock Haven St. Coll. (Pa.); Lyndon St. Coll. (Vt.); Madison Coll. (Va.); Mary Washington Coll. (Va.); Massachusetts Maritime Academy; Mayville St. Coll. (N.D.); Missouri Southern St. Coll.; Montana Coll. of Min. Sci. & Tech.; North Adams St. Coll. (Mass.); North Carolina, U. of, Ashville; North Florida, U. of; Plymouth St. Coll. (N.H.); Ramapo Coll. (N.J.); Rhode Island Coll.; Richard Stockton St. Coll (N.J.); Savannah St. Coll. (Ga.); South Carolina St. Coll.; Southern Connecticut St. Coll.; Southern St. Coll. (Ark.); Southwestern Louisiana, U. of; Southwest Texas St. U.; State U. of New York Colleges at Buffalo, Cortland, Fredonia, Geneseo, Potsdam; Tennessee Tech. U.; Trenton St. Coll. (N.J.); Valdosta St. Coll. (Ga.); Valley City St. Coll. (N.D.); Virginia St. Coll.; Western Connecticut St. Coll.; Western Montana Coll.; West Georgia Coll.; West Virginia Inst. of Technology; William Paterson Coll. (N.J.); Winston-Salem St. U. (N.C.); Winthrop Coll. (S.C.); Wisconsin, U. of at La Crosse, Oshkosh, River Falls, Stevens Point, Whitewater; Worcester St. Coll. (Mass.)

Public junior and community colleges

Arizona Western Coll.; Caldwell Cmty. Coll.; Catonsville Cmty. Coll. (Md.); Chabot Coll. (Ca.); Citrus Cmty. Coll. (Ca.); Clackamas Cmty. Coll. (Ore.); Coast Cmty. Coll. (Ca.); Cochise Coll. (Ariz.); Coffeyville Cmty. Jr. Coll. (Kan.); Craven Cmty. Coll. (N.C.); Cumberland County (N.J.); Dallas County Cmty. Coll. (Tex.); Gavilan Coll. (Ca.); Harford Cmty. Coll. (Md.); Henderson County Jr. Coll. (Tex.); Henderson Cmty. Coll. (Ky.); Hutchinson Cmty. Jr. Coll. (Kan.); Illinois Eastern Jr. Coll.; Jefferson St. Jr. Coll. (Ala.); Kennesaw Jr. Coll. (Ga.); Kishwaukee Coll. (Ill.); Lorain County Cmty. Coll. (Ohio); Lurleen Wallace St. Jr. Coll. (Ala.); Middle Georgia Coll.; Mississippi Gulf Coast Jr. Coll.; Neosho County Cmty. Jr. Coll. (Kan.); North Dakota St. Sch. of Sci.; North Florida Jr. Coll.; North Idaho Coll.; Northeastern Jr. Coll. (Colo.); Norwalk Cmty. Coll. (Conn.); Olympic Coll. (Wash.); Otero Jr. Coll. (Colo.); Paducah Cmty. Coll. (Ky.); Palomar Coll. (Cal.); Phillips County Cmty. Coll. (Ark.); Potomac St. Coll. (W. Va.); Queensborough Cmty. Coll.(N.Y.); Quinsigamond Cmty. Coll. (Mass.); Rangely Coll. (Colo.); Richard Bland Coll. (Va.); Richmond Tech. Inst. (N.C.); Sampson Tech. Inst. (N.C.); San Jose City Coll. (Ca.); Schoolcraft Coll. (Mich.); Sinclair Cmty. Coll. (Ohio); Snead St. Jr. Coll. (Ala.); Spoon River Coll. (Ill.); State U. of New York—Borough of Manhattan Cmty., Dutchess Cmty., Erie Cmty., Sullivan County Cmty.; Surry Cmty. Coll. (N.C.); Texas Southmost Coll.; Wenatchee Valley Coll. (Wash.); Wharton County Jr. Coll. (Tex.); William Harper Coll. (Ill.); Willmar Cmty. Coll. (Minn.)

HOW THEY DO IT

Profiles of some honor roll colleges and universities

Each college's situation is unique. The type of program, economic background of students and their families, location, economic conditions in the area they serve—these and a myriad of other factors affect the particular direction of a fundraising effort.

Sometimes a fundraiser thinks up a novel way of reaching potential contributors and convincing them of the merit of the college's program and its need for their money. But the more successful programs are usually built on long-tested fundraising principles that hold true in almost every situation.

The case studies in this section are examples of both kinds of programs—those with novel devices and those with more traditional approaches. Some components of successful fundraising programs appear so often that they can be termed hallmarks. Here are some of these elements drawn from the institutions described in this year's case studies:

- Personal active support and interest of the president of the institution.
- Participation of committed volunteers, especially alumni, and often trustees and community leaders.
- Active support and participation by faculty and staff members.
- Careful identification of potential large donors, including attention to their particular personal interests, followed up by personal contacts and visits to the campus which spark their interest.
- Special recognition given to large contributors.
- Coordination and cooperation among the offices that work in the areas of fundraising, alumni and public relations, publications and recruitment.
- Independent foundations which can solicit, receive and manage private gifts with greater flexibility than is possible using ordinary state government or university procedures.
- Firm goals set within a definite time frame.
- Strong academic programs which serve the needs of the community.
- Regular communication with contributors and prospects.

Towson State College

Attention to image, service

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Towson State College's development program is of most interest because of its exceptionally rapid growth. Before 1970, the college had no program for voluntary support, and reported in the 1969-70 CFAE report only $9,981 in private contributions. Between 1970 and 1973, the college reported $2,751,883 of voluntary private support, including $816,905 in 1972-73.

The major portion of the private voluntary support has come from non-alumni individuals. In fact, Towson State has appeared on the last two Brakeley/JPJ Honor Rolls in that category, ranking second for AASCU-type institutions in the very first year of its development program. For 1972-73, Towson State ranks sixth, with $404,272 in that category.

Although a number of specific factors within the developmental division were crucial, the most essential ingredient was the general condition of the college. According to Paul E. Wisdom, vice president for institutional development, "The President, Dr. James L. Fisher, understood that no successful development effort was possible without a strong, effective academic program to sell and without a sound business and finance organization."

Mr. Wisdom attributes the college's rapid fundraising success to four specific factors: (1) the concentration on non-alumni individuals as a source of support; (2) the coordination of all development and public relations activities under one vice-presidential office; (3) the early establishment of a private college foundation; and (4) the successful creation of an extremely positive public image.

The concentration on non-alumni individuals as the primary source of early support resulted from an early evaluation of Towson State's fundraising potential and the resulting recognition that Towson's situation was in many ways unlike that of other institutions with successful development programs. For instance, alumni would not be a major source of financial support because Towson had only 11,000 alumni of record at that time and they consisted primarily of teachers, a group with limited financial resources. The college decided consequently to develop a strong program of alumni service and involvement, but to concentrate fundraising efforts elsewhere.

It was apparent that the college's location in Towson, the most affluent suburb of the Baltimore metropolitan area, meant that it was literally surrounded by individual and corporate wealth. The college consequently began a research program that provided a list of 250 of the most prominent individuals in the Baltimore area together with information on their assets, their business and social connections, and their interests. Their most universally common base of interest, it turned out, was in the arts.

Evaluation and research also found that despite the college's fine academic program it was perceived by most of the community, and especially by the elite group the developers wished to reach, as a second- or third-rate institution referred to most commonly as "that little teachers' college out on York Road."

Because it quickly identified a development target and the problems it faced, Towson was able to begin changing the image of the college and to reach members of the affluent community quite rapidly. It did this by concentrating initially on a fine arts program. Knowing of the community's interest in the arts, the developers also discovered that the college had at one time been pronounced in a statewide plan as the potential fine arts center for the state. The college proclaimed this widely. It also spent substantial time looking for a major donor interested in the arts. These efforts resulted in an initial major gift of art from a local retired businessman, followed by a matching cash grant from the National Endowment of the Humanities as a result of a proposal to use the gift of art as a catalyst to establish an Asian Arts Center on the campus. Through the successful promotion of the opening of that center, hundreds of prominent Baltimoreans came to campus and found a fine institution worthy of their interest and support. They became involved in growing numbers in the activities of the college, with their financial support following naturally.

Integral to this success was the coordination of all development and public relations efforts in one division of the college. "It is my belief, and one shared by the president of the college, that public relations and development are virtually synonymous—success in fundraising is almost entirely dependent on the impression that potential donors have of the institution and the cause to which they are asked to give," says Wisdom. Consequently, the news and publications services and the entire public relations responsibility, in addition to the alumni, federal grants, and other development functions, were put under the development vice president's direction. As a result, the various offices work as a team.

Although alumni are not a major source of support in dollar amounts, the alumni program has grown. What was

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once a semi-annual alumni newsletter is now a bi-monthly college publication with a circulation of 35,000, including 15,000 alumni in addition to faculty and staff, all parents, adult part-time students, and all those identified as actual or potential friends of the college. The newspaper serves communications, public relations, and development purposes, an example of the coordination of these efforts.

A final significant part of the entire program was the establishment of the Towson State College Foundation in August of 1970. Although it developed slowly because prominent persons were initially unwilling to serve on its board, it provided immediately a repository for contributions plus a flexibility unavailable within the college itself. As the image of the college changed, however, the foundation picture changed, and as the college image improved, more prominent people were willing to serve as board members. The board is now strong, and through its membership is the college's most important vehicle for raising individual, corporate, and local foundation funds. □

Delta College

Innovative methods

Delta College is a community college of more than 6,000 students located near Bay City, Mich. With total voluntary support of $203,544, it ranks fifth among the public junior and community colleges in the CFAE report for 1972-73. Highest amounts of support were from business ($89,251) and the source labelled "other" ($90,712). It has appeared on the business support honor roll in this and the previous B/JPJ report. It is unusual among junior and community colleges in its showing of alumni support, with a 28 percent response rate to its solicitations for contributions to the annual fund. This was the highest response rate among junior and community colleges, and was roughly twice the rate of the community college in second place. The amount contributed by alumni, $7,720, was fifth among community and junior institutions.

Delta College serves an unusual district, comprising three highly industrialized counties and rural areas surrounding them, plus portions of three adjoining counties.

The fundraising program has developed over the past four years. Authority for the total effort lies in the President's office, although contacts with potential contributors are made by several offices. A record system was established to help those making contacts and to eliminate the chance that more than one office would contact the same person.

Perhaps one of the most unusual parts of Delta's fundraising effort is the alumni program, under an alumni director who is responsible both for raising funds and providing various alumni services.

The most successful device used by the alumni program has been the telephone campaign. Every year about 2,000 to 2,500 alumni in the local area receive a phone call from a tape recorder hooked up to the telephone. The message, which lasts less than a minute, has a light and lively tone. It describes in general terms the alumni program and its relationship to the graduates. In the first three years of fundraising, more than 85 percent of the college's contributions from alumni was given by alumni contacted by the telephone, who thought the method was a novel approach. The first phone campaign produced about $3,000. The second year doubled the first, and the third year's increase was another 18 percent.

Another important component of the fundraising effort is the effort by Delta's public television station to raise funds for station improvements and programing. Since 1971 it has used a two-pronged approach: an appeal for individuals to contribute and become "members," and an annual TV auction. The auction is held every year and enlists the services of more than 1,500 volunteers under the direction of the college staff. Merchandise is obtained from local businesses who are credited on the air for their contributions. The first year's sale netted $44,000. By the third year, this was up to $70,000.

The auction not only raises money, but also greatly increases the number of residents who are acquainted with Delta College, especially its station programing.

Besides obtaining items for the auction from business people, Delta College also makes personal contacts with business and industry leaders, who regularly visit campus to review and discuss the college's academic programs. This helps the college provide educational services suited to the current employment market, and also results in greater use of the academic programs. □

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Georgia Institute of Technology

Private support emanating from within

Georgia Tech's fundraising efforts begin from within. This support, coming from alumni, friends, faculty, and parents, provides valuable leverage in securing support from corporations and foundations as well as making a direct and meaningful contribution to the educational, research and service programs of the Institute.

An undefinable quality, a combination of pride and competitive motivation, seems to characterize Tech's alumni and other friends. This quality is a great asset and, when cultivated and developed properly, probably goes further toward insuring the success of Tech's annual fund than any other single factor.

Tech's success is exemplified in its consistently strong performance in alumni giving. In 1972-73 Georgia Tech, a public institution, ranked in the top ten in all three of the CFAE-AAC's Honor Rolls of Achievement: alumni donors to annual fund, alumni gifts to annual fund, and total alumni gifts. Another statistic to which Georgia Tech points with pride is the percent of its alumni contributing to the annual fund—of 37,245 alumni, 18,160 or 49 percent supported the fund during 1972-73. And this performance is not an exception; it is a sustained effort that compares favorably with any institution of higher learning, public or private.

An organizational anomaly of sorts, Tech's fundraising staff is relatively small, three professionals in alumni affairs and two in development. Coordination and cooperation among the alumni, development, public relations, publications, information services, placement and other institute offices are key ingredients in the continuity and smooth operation of the annual fund.

Georgia Tech's National Alumni Association is directly responsible for the annual fund. Built around the informed involvement of committed volunteers through participation on boards, committees, clubs,etc., the annual fund relies heavily on continuing communication with supporters and prospects. Factual information outlining the needs, opportunities and areas of concern of the Institute is transmitted via the alumni newspaper, various periodicals, direct mail, telethons and, most importantly, personal contact. Personal contact, both formal and informal, provides the opportunity to report on the uses of previous support and on new and continuing needs. Homecoming, class reunions, special conferences, club functions, alumni trips and "Tech Today" programs provide effective forums for interacting with supporters. Other alumni sponsored activities, such as alumni placement, provide continuing interface with constituents while at the same time providing a valuable service.

To achieve the most effective communication with major donors to the annual fund, the development office works with the alumni office in rating, soliciting and recognizing key supporters. Additionally, the development office is responsible for planned giving, corporate support and foundation support. It is through the development office that emphasis is given to deferred as well as current giving. In estate planning, service to the donor in planning a major gift takes on special significance. The close relationship between the development office and the major donor to the annual fund pays handsome dividends here, since the more affluent and generous annual supporter is usually the best prospect for a major, planned gift.

Communication, volunteerism and continuity are all qualities of a successful annual campaign, but each of these qualities must be nourished by proper recognition of service and support. Without recognition, Georgia Tech's Annual Fund would be incomplete and probably much less successful. At Tech, two recognition clubs are used in conjunction with the annual fund: "Friends of George", a $100 recognition club whose name is deep-rooted in Tech tradition, and the "Thousand Club", the major donor club for individuals giving $1000 or more annually. Additionally, other recognition programs with no direct tie to the annual fund undoubtedly have a positive impact on Tech's fundraising efforts: the Outstanding Young Alumnus Award, the Alumni Distinguished Service Award, and the conferral of the status of honorary alumnus.

Independent foundations play a key role in the development programs of most public institutions, and Georgia Tech is no exception. The Georgia Tech Foundation, Inc., a fiduciary for the Georgia Institute of Technology, receives, invests, administers and allocates gifts for the Institute. Through thoughtful foresight, the Foundation actively employs all the various vehicles necessary to be of complete service to our donor constituency. In general, it facilitates giving.

Successful fundraising is predicated first and foremost on successful service—in Tech's case, not only service by the Institute to society, the community and the donor but also service by the Alumni Association to the alumnus, the Institute and the donor. This, in the final analysis is what it is all about. □

Florida A&M University

Fast growth, faculty cooperation

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To Col. Willie E. Jenkins, Florida A&M University's development officer, progress is multiplying dollars from the private sector by a whopping 4800 percent in just five years.

When the Development Office was established in 1968, Jenkins, a retired Army lieutenant colonel, was tabbed by new President B.L. Perry, Jr., as the first and only development officer at the university. At the time the university was receiving about $15,000 annually from its only aggregate donor—the alumni.

By 1973, the university was able to upgrade private gifts to $729,000. Of that amount, more than $60,000 came from the alumni, a 400 percent increase in annual alumni giving since 1968, Jenkins reported.

Located in Tallahassee since its founding in 1887, Florida A&M serves about 4,600 students, most of them black.

"Persons working in conjunction with the Development Office have facilitated our progress," said Jenkins. These persons include the university's president, the development team (consisting of himself, the director of university relations, director of publications, director of alumni affairs) and faculty and staff members.

Jenkins gave credit to the Sloan Foundation for "getting us started" by providing "seed" money to FAMU and other historically black public institutions of higher education to get fundraising efforts underway.

"During that first year, the university attracted about $20,000 from the private sector. Matching funds from Sloan for alumni gifts were made on a one-to-one basis, and on gifts from friends and others on a fifty cents to one dollar basis," Jenkins said.

Sloan continued providing "seed" money until 1969. Then Jenkins and faculty members took the initiative and began to aggressively court the private sector.

Among the emissaries who took the university's case to large companies and foundations were faculty members from the fields of technology, physics, sociology and business.

It was through the teamwork of Jenkins, Dr. Ira Robinson of pharmacy and Dr. Sybil Mobley of business that the university received its two largest gifts.

Starting in 1972, Jenkins and Robinson began an effort to get funds from the Kellogg Foundation for pharmacy programs, equipment and faculty. In 1973, their efforts paid off when Kellogg made a record grant of $298,000 to the university.

The Sloan Foundation, by this time well-known on campus, responded to a case for a program in business and accounting presented to the Foundation by Jenkins and Dr. Mobley. The effort started in 1972 and culminated in 1974 with a grant of $190,000.

While realizing the importance of soliciting from nationally known corporations and foundations, Jenkins insisted that diversity be a hallmark of his thrusts. In proper proportions, receipts should reflect individual gifts from friends, supporters and alumni.

For instance, he said, "The Development Office has established as an objective the attainment of 500 donors within the State of Florida who will give the university at least $1,000 a year on a continuous basis." This effort does not require "cranking up" a major campaign, he said.

"The key to success," Jenkins summed up, "is to have a well-expressed need, backed up by willingness on the part of the faculty to work toward greater excellence if proper funds for programs were provided."

Jenkins said that FAMU has had to establish a case for giving by the private sector. Here consideration is given to total institutional programs. What the State of Florida gives the university is only enough to make it an average institution of learning. What the university wants from the private sector, he concluded, is the level of financial support required to attain and maintain a margin for excellence. □

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	Volume	Purpose		Source			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Institution	Total	Current operations	Capital purposes	General philanthropic foundations	Business	Alumni	Non-alumni individuals
STATE COLLEGES AND UNIVERSITIES							
Akron, U. of (Ohio)	$ 1,505,598	$ 635,491	$ 870,107	$ 167,860	$ 690,966	$ 208,312	$ 224,327
Alabama, U. of	1,305,390	957,881	347,509	282,929	238,322	666,081	78,664
Alcorn A & M Coll. (Miss.)	391,235	391,235	0	390,000	0	200	1,035
Appalachian St. U. (N.C.)	589,819	589,819	0	0	345,238	153,290	91,291
Arizona St. U.	1,636,018	1,370,173	265,845	705,460	321,267	120,638	480,867
Augusta Coll. (Ga.)	340,284	174,926	165,358	91,031	27,619	7,582	181,321
Ball St. U. (Ind.)	1,353,797	1,167,140	186,657	333,155	358,947	207,713	196,092
Bowling Green St. U.(Ohio)	864,167	515,450	348,717	247,892	309,997	122,245	146,753
Calif. Poly. St. U.- San Luis Obispo	226,293	225,368	925	26,875	47,118	15,500	10,054
Calif. St. Poly. U.-Pomona	787,814	320	787,494	667,000	0	19,666	800
Calif. St. U.- Northridge	323,594	321,994	1,600	14,360	63,562	5,812	4,395
San Francisco	191,654	191,654	0	3,448	4,205	260	144,000
Calif., U. of- Berkeley	11,120,303	5,677,259	5,443,244	6,834,661	1,464,570	478,182	1,408,968
Davis	4,003,044	2,843,744	1,159,300	1,791,362	513,591	265,402	870,262
Irvine	1,195,690	967,174	228,516	365,590	184,115	166,749	198,091
Los Angeles	10,724,073	7,507,954	3,216,119	4,506,255	1,277,237	1,268,658	2,134,091
Riverside	719,589	572,490	147,099	100,167	291,218	9,211	62,172
San Diego	3,205,398	3,016,432	188,966	1,054,376	711,871	71,083	548,518
San Francisco	4,731,169	3,987,758	743,411	2,221,568	533,422	86,727	1,028,020
Santa Barbara	2,043,302	674,547	1,368,755	1,310,409	90,946	94,023	226,425
Santa Cruz	809,627	555,089	254,538	326,952	172,090	28,692	229,465
Univ.-wide Admin.	5,776,646	673,938	5,102,708	1,408,824	180,666	5,000	3,162,287
Central Michigan U.	358,627	207,633	150,994	48,535	71,804	39,594	198,299
Cincinnati, U. of (Ohio)	11,833,264	3,564,469	8,088,795	1,271,222	1,189,035	468,105	7,961,921
Citadel, The (S.C.)	8,931,764	393,268	8,538,496	8,591,501	110,725	200,305	7,503
Clarion St. Coll. (Pa.)	255,451	255,451	0	21,860	18,737	73,912	48,857
Clemson U. (S.C.)	2,213,552	1,077,974	1,135,578	127,709	336,641	1,485,887	247,864
Cleveland St. U. (Ohio)	371,394	371,394	0	193,467	21,706	10,506	25,710
Colorado School of Mines	534,118	534,118	0	180,102	228,530	86,176	2,915
Colorado St. U.	510,775	506,865	3,910	75,500	193,788	19,634	166,739
Colorado, U. of	6,794,914	1,572,763	5,222,151	NA	NA	1,089,285	NA
Columbus Coll. (Ga.)	1,173,512	134,798	1,038,714	99,400	23,530	2,529	1,042,493
Connecticut, U. of	2,081,306	1,973,657	107,649	585,016	487,125	292,193	584,153
Delaware, U. of	5,223,992	1,335,141	2,888,851	1,915,719	344,455	193,379	1,760,039
East Carolina U. (N.C.)	546,677	522,729	23,948	18,000	30,669	65,800	432,208
Eastern Michigan U.	496,616	476,005	20,611	369,709	56,193	51,588	1,200
Edinboro St. Coll. (Pa.)	127,105	111,425	15,680	118,680	175	8,250	0
Elizabeth City St. U. (N.C.)	193,709	193,709	0	165,848	5,585	6,138	5,942
Fayetteville St. U. (N.C.)	568,664	368,664	200,000	1,100	553,778	11,381	1,455
Florida A & M U.	347,516	347,516	0	231,222	58,863	30,586	7,807
Florida St. U.	778,114	708,114	70,000	7,267	33,769	104,804	274,988
Florida, U. of	2,599,527	2,571,276	28,251	47,765	651,848	895,279	669,676
Fort Hays Kansas St. Coll.	144,140	97,560	46,580	3,141	64,860	50,285	13,154
Georgia Coll.	169,090	81,390	87,709	35,427	11,498	33,888	2,902
Georgia Inst. of Tech.	4,479,841	3,193,128	1,286,706	1,069,629	880,389	2,475,107	34,614
Georgia Southern Coll.	222,401	155,975	66,426	44,978	83,060	42,316	11,060
Georgia St. U.	1,348,447	1,314,088	34,359	178,533	392,294	148,457	17,527
Georgia, U. of	4,914,870	3,017,977	1,016,893	176,356	1,906,808	699,481	122,518
Governors St. U. (Ill.)	205,569	205,569	0	1,500	200,000	0	4,069
Grambling Coll. (La.)	206,650	206,650	0	98,975	33,815	6,572	21,681
Hawaii, U. of	2,830,728	2,396,502	434,226	686,075	339,503	19,989	520,940
Houston, U. of (Sys.)	2,974,252	1,772,622	1,201,630	1,642,005	582,544	28,793	301,130
Illinois St. U.	486,896	178,898	25,980	66,909	48,371	41,287	49,233
Illinois, U. of	14,223,273	9,016,273	5,206,900	1,967,943	3,349,230	5,480,046	264,358
Indiana St. U.	1,650,452	405,120	1,245,332	0	1,573,970	81,505	92,606

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Support for Public Higher Education, 1972-1973
Total of Support Reached $100,000

	Annual Fund Information					General Information			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other	Alumni of Record	Number alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total, all annual fund gifts	Expend. Educational & general & student aid	Endowment market value	Enrollment	Institution
$ 214,133	34,526	22,500	3,066	$ 208,312	$ 237,662	$ 28,724,753	$ 3,357,243	20,235	Akron, U. of (Ohio)
99,394	87,394	77,289	13,752	291,347	429,010	34,243,533	13,008,206	14,349	Alabama, U. of
0	7,216	0	1	200	200	5,116,751	209,871	2,538	Alcorn A & M Coll. (Miss.)
0	12,500	12,500	1,293	99,101	127,616	11,261,959	805,104	8,443	Appalachian St. U. (N.C.)
7,786	58,416	52,691	4,967	102,421	120,647	50,596,484	1,289,417	30,594	Arizona St. U.
32,731	5,400	3,345	43	6,810	6,810	3,498,022	0	3,353	Augusta Coll. (Ga.)
257,890	37,314	32,778	9,191	163,648	1,167,140	38,684,726	0	17,788	Ball St. U. (Ind.)
37,280	38,805	35,350	5,788	115,867	325,755	35,448,981	266,174	17,257	Bowling Green St. U.(Ohio)
126,746	20,824	0	0	0	0	21,190,093	0	12,200	Calif. Poly. St. U.- San Luis Obispo
100,348	13,500	0	NA	NA	NA	21,173,150	0	10,609	Calif. St. Poly. U.-Pomona
235,465	16,000	0	0	0	0	27,562,383	69,873	2[illegible],714	Calif. St. U.- Northridge
39,741	NA	NA	NA	NA	NA	32,747,344	1 0	20,683	San Francisco
934,122	210,000	180,000	10,908	752,117	762,894	169,872,385	NA	28,488	Calif., U. of- Berkeley
1,562,427	24,463	24,463	757	42,087	42,087	97,188,306	NA	15,260	Davis
281,145	5,200	0	0	NA	NA	37,396,555	NA	7,386	Irvine
1,537,832	123,749	110,000	16,112	2,213,404	2,213,404	223,441,444	NA	29,630	Los Angeles
256,821	5,900	5,900	149	2,692	11,558	36,611,929	NA	5,681	Riverside
819,550	4,212	0	0	52,307	96,094	120,534,506	NA	7,069	San Diego
861,432	11,188	0	0	0	0	104,857,463	NA	2,842	San Francisco
321,499	29,082	21,000	212	3,653	7,869	43,954,476	NA	12,300	Santa Barbara
52,428	2,936	NA	510	630	120,767	20,592,930	NA	4,807	Santa Cruz
1,019,869	NA	NA	NA	NA	NA	41,324,007	328,343,000		Univ.-wide Admin.
395	45,544	33,500	893	39,594	358,627	28,826,907	186,615	14,317	Central Michigan U.
764,681	61,046	27,460	4,863	562,002	475,697	75,984,829	66,529,442	36,143	Cincinnati, U. of (Ohio)
21,730	11,216	11,216	1,340	84,929	149,162	NA	NA	2,965	Citadel, The (S.C.)
92,085	12,587	9,042	55	3,733	34,477	13,152,764	NA	4,725	Clarion St. Coll. (Pa.)
13,481	22,265	22,265	4,225	198,606	205,249	30,029,168	1,325,625	9,764	Clemson U. (S.C.)
120,009	17,500	17,500	2,200	28,450	31,217	24,418,885	1,095,876	14,712	Cleveland St. U. (Ohio)
36,395	8,183	6,442	1,038	86,176	534,118	6,571,221	321,990	1,688	Colorado School of Mines
55,114	34,000	30,000	NA	NA	NA	57,150,186	1,162,027	14,150	Colorado St. U.
NA	90,000	68,000	9,921	331,660	1,572,763	137,132,264	9,157,379	20,500	Colorado, U. of
5,589	2,023	1,300	145	2,529	2,819	4,407,651	NA	4,097	Columbus Coll. (Ga.)
132,819	46,102	46,102	5,316	109,164	109,164	67,810,016	7,289,680	23,576	Connecticut, U. of
10,400	28,000	25,878	3,350	162,178	174,210	42,642,365	NA	17,488	Delaware, U. of
0	25,000	25,000	1,639	28,648	31,145	21,314,150	185,494	10,286	East Carolina U. (N.C.)
17,926	45,314	45,314	2,453	55,538	55,538	32,820,000	662,466	20,368	Eastern Michigan U.
0	10,400	9,300	520	8,250	8,250	14,800,000	10,000	7,155	Edinboro St. Coll. (Pa.)
10,196	3,728	1,230	450	6,137	16,832	1,309,442	0	1,804	Elizabeth City St. U., (N.C.)
950	8,000	8,000	465	11,081	29,319	4,252,584	25,000	3,552	Fayetteville St. U. (N.C.)
19,048	9,250	6,350	1,500	30,386	31,181	13,608,889	0	4,600	Florida A & M U.
297,286	53,000	53,000	6,633	98,767	100,187	61,285,577	79,994	19,160	Florida St. U.
132,959	80,324	67,630	7,071	211,080	219,075	134,598,476	4,215,443	21,570	Florida, U. of
12,700	17,500	NA	NA	208	26,358	7,286,858	713,385	4,838	Fort Hays Kansas St. Coll.
45,375	15,277	15,277	1,520	30,826	13,888	3,548,510	NA	2,580	Georgia Coll.
20,093	38,047	37,245	18,160	845,904	889,314	36,851,917	2,849,618	8,036	Georgia Inst. of Tech.
41,987	10,500	9,500	925	16,255	53,977	NA	0	5,921	Georgia Southern Coll.
611,636	22,000	18,176	3,452	90,592	91,142	50,067,504	18,774	17,677	Georgia St. U.
1,129,707	78,631	64,553	9,433	361,236	935,670	101,084,139	10,909,440	22,598	Georgia, U. of
0	292	NA	NA	NA	NA	7,550,277	NA	1,230	Governors St. U. (Ill.)
45,587	5,567	5,567	NA	6,320	24,460	8,086,711	0	3,888	Grambling Coll. (La.)
1,234,321	26,296	26,296	NA	89,989	1,357,946	110,207,964	2,210,504	22,320	Hawaii, U. of
417,380	81,235	61,235	3,745	27,098	27,998	42,367,364	6,706,767	27,500	Houston, U. of (Tex.)
197,178	42,744	36,746	1,540	21,588	44,629	15,084,286	0	18,006	Illinois St. U.
3,161,193	210,000	195,000	14,840	419,327	638,491	267,196,247	24,567,446	40,032	Illinois, U. of
102,176	40,768	40,768	4,355	81,503	861,308	26,226,615	108,608	15,406	Indiana St. U.

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Institution	Volume (1) Total	Purpose (2) Current operations	Purpose (3) Capital purposes	Source (4) General philanthropic foundations	Source (5) Business	Source (6) Alumni	Source (7) Non-alumni individuals
STATE COLLEGES AND UNIVERSITIES							
Indiana U.	$13,034,363	$ 9,174,951	$3,859,412	$2,431,869	$1,373,288	$1,679,895	$1,129,160
Indiana U. of Pa.	188,859	17,513	171,346	0	5,624	179,102	4,133
Iowa St.U. of Sci. & Tech.	4,627,999	2,824,560	1,803,439	120,306	2,219,206	1,924,073	292,863
Iowa, U. of	5,699,482	3,958,562	1,740,920	1,784,004	671,063	930,017	1,056,367
Kansas St. U.	1,543,462	648,939	894,523	127,528	269,330	610,886	502,426
Kansas, U. of	4,890,999	2,304,411	2,586,588	735,568	865,226	2,698,672	361,383
Kent St. U. (Ohio)	1,619,609	1,606,476	13,133	180,234	84,404	127,611	846,663
Kentucky, U. of	1,884,326	986,078	898,248	828,325	474,152	357,550	189,517
Longwood Coll. (Va.)	107,902	107,902	0	20,000	10,618	32,675	44,609
Louisiana St. U. and A & M Coll.	6,673,133	6,085,547	587,586	2,376,632	2,236,533	656,173	843,793
Louisville, U. of (Ky.)	1,373,055	780,543	592,512	287,830	180,251	187,316	215,304
Maryland, U. of	5,327,956	5,005,663	322,293	664,086	734,638	247,456	517,306
Massachusetts, U. of	1,703,317	1,479,335	223,982	841,338	447,099	275,905	60,213
Medical Coll. of Georgia	987,187	987,187	0	408,596	262,606	41,690	10,415
Memphis St. U. (Tenn.)	213,742	47,304	166,438	0	174,814	0	0
Miami U. (Ohio)	905,862	453,102	452,760	36,916	86,786	535,833	227,835
Michigan St. U.	8,354,229	7,786,523	767,706	2,669,987	2,862,069	1,009,397	284,630
Michigan Tech. U.	813,646	459,267	354,379	57,211	409,687	278,433	66,515
Michigan, U. of	21,910,826	16,081,532	5,829,294	7,179,556	7,335,697	3,271,659	2,618,567
Middle Tennessee St. U.	194,153	143,441	50,712	30,580	57,987	42,851	32,766
Midwestern U. (Tex.)	738,286	195,283	543,003	138,189	13,004	9,165	554,820
Minn.Metropolitan St.Coll.	225,371	225,371	0	82,871	142,500	0	0
Minnesota, U. of	20,392,202	18,447,212	1,944,990	5,384,759	1,629,417	1,346,559	6,924,665
Mississippi St. U.	399,658	398,658	1,000	44,243	47,131	29,411	22,234
Missouri, U. of	3,386,494	1,942,775	1,443,719	329,593	912,615	697,973	1,096,795
Nevada, U. of-Las Vegas	1,706,586	434,930	1,271,656	101,670	255,320	100	1,343,678
Nevada, U. of-Reno	1,544,048	983,750	560,298	250,926	299,187	60,493	823,398
Newark Coll. of Engineering (N.J.)	364,560	217,131	147,429	25,100	142,325	183,220	11,905
New Hampshire, U. of	682,979	405,111	277,868	78,215	135,574	232,117	179,969
New Mexico St. U.	388,020	288,020	100,000	126,400	60,201	14,452	26,520
New Mexico, U. of	1,606,862	993,763	613,099	461,076	539,539	88,779	353,763
New York, St. U. of-							
Albany	567,748	493,601	74,147	39,595	112,619	106,747	27,824
Binghamton	126,134	126,134	0	20,107	27,016	899	14,490
Brockport	305,318	305,318	0	187,800	100,000	5,743	3,475
Buffalo St. U.	2,253,016	1,010,801	1,242,213	494,021	284,870	80,568	1,392,395
Empire St. Coll.	495,035	495,035	0	495,035	0	0	0
Stony Brook	452,694	452,694	0	106,013	165,443	0	165,444
Upstate Medical Center	2,889,719	2,889,719	0	97,626	97,014	24,450	772
N.C. A & T St. U.	338,318	338,318	0	141,361	109,912	75,847	5,983
N.C. Central U.	492,646	490,146	2,500	0	477,560	15,086	0
N.C. St. U.-Raleigh	4,657,392	3,100,125	557,267	49,175	1,937,242	483,606	1,121,364
N.C., U. of-Chapel Hill	5,735,983	NA	NA	NA	NA	NA	NA
N.C., U. of-Charlotte	760,852	650,352	110,500	145,517	440,839	1,137	138,414
N.C., U. of-Greensboro	633,733	483,442	148,291	141,634	120,392	204,741	77,945
North Dakota St. U.	1,433,030	494,388	938,642	7,560	308,680	1,005,631	12,124
North Dakota, U. of	1,000,729	790,163	210,566	127,251	91,167	50,547	283,836
Northern Illinois U.	690,408	690,408	0	412,946	64,178	28,571	56,804
Northern Iowa, U. of	207,445	119,219	88,226	0	58,730	86,660	30,651
North Texas St. U.	516,271	488,536	27,735	194,471	30,390	81,840	205,082
Oakland U. (Mich.)	516,132	389,805	126,327	71,396	220,778	3,932	168,735
Ohio St. U.	10,170,590	8,400,188	1,770,402	2,039,106	4,652,289	1,578,510	1,900,311
Ohio U.	1,119,188	808,738	310,650	260,984	126,300	575,494	156,610
Oklahoma St. U.	3,829,089	2,304,449	524,640	148,307	1,152,538	1,182,825	62,315
Oklahoma, U. of	3,388,639	1,852,173	1,536,466	813,587	729,887	148,908	1,620,948
Old Dominion U. (Va.)	388,502	340,706	47,796	103,200	97,284	35,070	116,163

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Annual Fund Information						General Information			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other	Alumni of Record	Number alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total, all annual fund gifts	Expend.- Educational & general & student aid	Endowment market value	Enrollment	Institution
[illegible]	135,979	124,409	18,876	$1,950,098	$2,600,131	$191,675,378	$ 12,544,363	68,869	Indiana U.
0	27,000	25,000	784	9,989	12,029	21,084,659	311,666	10,788	Indiana U. of Pa.
71,551	80,100	67,000	11,802	465,242	846,009	78,953,756	NA	19,517	Iowa St.U. of Sci. & Tech.
1,258,031	88,090	88,090	9,854	457,342	534,187	127,109,366	NA	20,709	Iowa, U. of
33,292	55,270	55,270	9,947	610,886	760,455	48,160,369	9,400,000	15,158	Kansas St. U.
280,150	73,537	72,000	16,283	561,000	650,000	96,610,412	45,478,646	20,075	Kans[illegible], U. of
380,697	52,800	40,000	6,029	127,611	966,506	48,821,239	11,914	26,569	Kent St. U. (Ohio)
34,782	52,258	46,758	5,629	317,550	31 ,353	105,345,145	1,237,335	34,167	Kentucky, U. of
0	11,451	11,451	2,335	32,675	107,902	4,650,052	NA	2,365	Longwood Coll. (Va.)
560,002	78,602	60,563	9,394	252,455	252,455	111,315,593	NA	40,708	Louisiana St. U. and A & M Coll.
502,354	26,700	26,700	2,956	117,407	138,929	36,966,964	13,723,862	10,883	Louisville, U. of (Ky.)
3,164,470	90,000	79,394	3,913	247,457	448,110	195,800,261	16,152,046	70,403	Maryland, U. of
78,762	41,000	36,000	4,580	96,782	102,683	106,446,152	1,903,626	26,975	Massachusetts, U. of
263,880	3,953	3,953	1,313	30,725	30,725	15,458,266	1,849,933	1,424	Medical Coll. of Georgia
38,928	29,000	29,000	3,000	110,000	161,000	29,031,792	78,614	21,295	Memphis St. U. (Tenn.)
18,492	48,000	38,620	12,079	535,833	905,862	30,179,880	3,246,430	16,305	Miami U. (Ohio)
1,728,146	143,477	110,000	13,770	884,683	1,845,374	157,672,629	11,455,243	41,378	Michigan St. U.
1,800	18,764	18,764	3,226	91,257	167,254	15,962,287	277,679	5,018	Michigan Tech. U.
1,505,347	286,305	179,867	38,705	4,090,354	4,090,354	227,507,233	101,575,129	41,178	Michigan, U. of
29,969	13,583	13,583	234	42,851	194,153	14,416,176	180,212	9,269	Middle Tennessee St. U.
23,103	3,613	3,978	159	6,268	6,318	4,207,156	NA	4,004	Midwestern U. (Tex.)
0	25	0	0	0	0	808,326	0	365	Minn.Metropolitan St.Coll.
1,106,802	NA	NA	3,908	209,014	1,868,142	225,363,261	83,635,939	49,929	Minnesota, U. of
234,439	42,000	42,000	13,664	95,224	102,224	42,412,953	1,536,636	11,001	Mississippi St. U.
349,518	168,230	97,340	9,360	561,350	915,338	179,993,083	16,978,459	50,897	Missouri, U. of
3,816	0	0	0	0	0	10,816,303	2,418,637	6,000	Nevada, U. of-Las Vegas
110,044	12,965	11,554	1,263	57,773	60,493	13,450,494	10,061,011	7,159	Nevada, U. of-Reno
2,010	12,000	12,000	2,846	114,328	320,541	12,255,388	654,431	5,938	Newark Coll. of Engineering (N.J.)
57,104	33,945	31,940	4,772	229,637	378,542	37,632,145	6,283,407	11,252	New Hampshire, U. of
160,542	11,150	11,150	NA	NA	NA	33,882,751	2,542,597	9,221	New Mexico St. U.
161,705	40,000	40,000	1,837	83,804	237,397	35,268,612	3,721,543	20,274	New Mexico, U. of
280,963	23,800	23,800	4,350	102,361	196,747	49,641,000	0	13,571	New York, St. U. of- Albany
63,631	9,300	7,700	400	5,500	5,500	21,562,512	0	7,930	Binghamton
8,300	10,492	10,492	923	3,728	3,743	18,366,755	0	9,762	Brockport
1,160	51,000	38,200	1,179	NA	34,433	81,375,982	34,780,977	23,152	Buffalo St. U.
0	195	0	0	0	0	2,864,654	0	764	Empire St. Coll.
15,794	0	0	0	0	0	41,074,749	NA	13,000	Stony Brook
2,669,857	22,347	1,917	231	24,450	24,450	40,606,312	NA	1,148	Upstate Medical Center
3,213	26,000	13,000	1,030	68,234	91,423	9,597,671	134,898	5,510	N.C. A & T St. U.
0	5,963	5,963	681	15,086	15,086	8,224,058	600,000	4,028	N.C. Central U.
66,005	53,000	38,910	5,828	126,413	139,339	74,813,691	3,467,730	10,535	N.C. St. U.-Raleigh
NA	84,927	33,414	10,083	119,628	119,883	100,884,114	23,087,812	19,224	N.C., U. of-Chapel Hill
34,945	4,000	4,000	0	0	0	9,470,688	666,500	5,159	N.C., U. of-Charlotte
89,021	28,900	27,300	7,649	152,772	153,013	16,621,268	1,470,798	7,856	N.C., U. of-Greensboro
84,235	26,800	26,800	NA	98,260	98,260	20,176,911	0	9,500	North Dakota St. U.
447,928	80,732	58,120	4,404	105,262	139,221	21,824,058	1,092,530	8,274	North Dakota, U. of
127,928	35,646	35,646	2,316	28,571	28,571	48,409,329	0	23,558	Northern Illinois U.
31,503	50,917	33,360	NA	22,710	119,219	18,538,349	137,463	8,674	Northern Iowa, U. of
4,586	54,330	54,330	328	18,116	23,132	19,335,802	94,002	15,593	North Texas St. U.
31,093	3,700	3,300	204	3,932	3,932	17,650,667	1,214,065	8,169	Oakland U. (Mich.)
324	172,400	148,054	11,722	1,578,510	3,369,385	168,805,952	47,978,683	50,050	Ohio St. U.
0	69,217	52,940	6,796	575,494	1,119,388	48,816,619	3,661,937	17,314	Ohio U.
273,104	55,000	30,000	3,023	1,181,900	1,181,900	52,014,243	13,164,779	22,299	Oklahoma St. U.
84,209	65,000	65,000	2,879	128,917	148,907	28,723,574	NA	23,449	Oklahoma, U. of
36,774	13,230	12,705	1,846	26,170	26,570	13,546,818	NA	11,458	Old Dominion U. (Va.)

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Institution	Volume (1) Total	Purpose (2) Current operations	Purpose (3) Capital purposes	Source (4) General philanthropic foundations	Source (5) Business	Source (6) Alumni	Source (7) Non-alumni individuals
STATE COLLEGES AND UNIVERSITIES							
Oregon St. U.	$ 3,965,298	$ 3,352,706	$ 612,592	$ 423,323	$1,143,137	$ 414,799	$ 470,377
Oregon, U. of	2,325,715	1,686,724	638,991	183,464	484,859	580,281	806,444
Prairie View A & M U.(Tex)	129,339	129,339	0	100,716	28,623	0	0
Purdue U. (Ind.)	4,511,528	1,301,303	3,210,225	578,846	618,094	2,253,663	789,540
Rhode Island, U. of	1,369,352	661,709	707,643	290,933	155,328	627,557	61,841
Sam Houston St.Coll.(Tex.)	219,000	219,000	0	106,000	113,000	0	0
Sangamon St. U. (Ill.)	325,023	18,023	307,000	0	0	0	206,523
South Alabama, U. of	260,674	116,279	144,395	144,395	116,279	0	0
South Carolina, U. of	3,155,510	2,108,984	1,046,526	1,143,584	787,439	799,053	304,707
South Dakota St. U.	311,900	311,900	0	35,000	125,000	108,500	43,400
Southern Illinois U.-Edwardsville	297,263	297,263	0	40,137	89,604	1,550	30,264
Southern Mississippi, U.of	217,578	202,943	14,635	6,460	82,263	113,320	15,535
South Florida, U. of	874,417	874,417	0	122,959	552,886	26,755	118,278
Tennessee St. U.	422,005	422,005	0	22,000	396,073	1,797	2,135
Teanessee, U. of	6,789,913	2,724,561	4,061,352	1,311,587	1,537,261	1,213,531	2,161,381
Texas A & M U.	9,693,367	9,075,023	618,344	2,174,094	4,324,331	2,029,139	540,406
Toledo, U. of (Ohio)	318,031	318,031	0	25,789	196,483	55,380	40,379
Towson St. Coll. (Md.)	816,905	816,905	0	228,633	17,626	39,208	404,272
Utah, U. of	6,923,273	5,636,393	1,286,880	967,721	1,664,910	2,450,978	773,495
Virginia Commonwealth U.	1,162,759	1,161,053	1,706	213,370	325,341	14,659	278,394
Virginia Military Inst.	916,344	427,915	488,929	0	76,983	596,654	242,907
Va. Poly. Inst. and St. U.	3,232,942	2,678,552	554,390	588,539	1,321,498	647,803	112,273
Virginia, U. of	8,703,620	2,383,709	6,319,911	821,314	1,016,960	1,617,981	5,068,157
Washington St. U.	1,243,342	629,122	614,220	123,859	43,399	237,056	0
Washington, U. of	9,166,135	8,726,347	439,788	1,711,186	1,700,866	249,929	3,748,751
Wayne St. U. (Mich.)	6,331,629	3,495,820	2,835,809	1,310,310	2,244,668	662,200	1,019,789
Weber St. Coll. (Utah)	1,131,764	136,025	995,739	51,681	25,193	1,022,709	5,730
Western Carolina U. (N.C.)	103,176	72,503	30,673	2,600	48,461	29,965	21,000
Western Illinois U.	220,537	220,537	0	82,972	62,073	10,013	34,519
Western Michigan U.	621,975	621,975	0	244,494	181,265	131,352	45,581
West Florida, U. of	221,496	221,496	0	106,629	18,960	2,901	67,692
West Virginia St. Coll.	116,074	102,157	13,917	68,362	33,818	5,169	8,725
West Virginia U.	2,829,874	2,564,063	265,811	527,558	395,525	534,567	301,743
Wichita St. U. (Kan.)	1,827,141	498,249	1,328,892	25,784	255,678	227,269	1,255,308
Wm. & Mary, Coll. of (Va.)	1,098,859	545,395	553,464	163,345	135,698	502,041	242,238
Wisconsin, U. of	22,650,851	17,655,160	4,995,691	6,199,564	4,942,907	4,616,278	1,937,988
Wisc., U. of-Eau Claire	355,067	339,983	15,084	25,629	210,636	11,576	103,543
Wisc., U. of-Green Bay	215,949	205,949	10,000	12,342	140,520	819	60,893
Wright St. U. (Ohio)	309,541	305,230	4,311	0	13,314	0	32,977
Wyoming, U. of	1,407,543	1,104,731	302,812	39,044	249,715	101,335	576,340
PUBLIC JUNIOR AND COMMUNITY COLLEGES							
Beaver County, Cmty. Coll. of (Pa.)	250,000	0	250,000	0	0	0	0
S.D. Bishop St. Jr. Coll. (Ala.)	151,000	151,000	0	0	151,000	0	0
Cuyahoga Cmty.Coll.(Ohio)	153,887	126,259	27,628	19,805	32,928	0	39,622
Delta Coll. (Mich.)	203,544	78,224	125,320	9,523	89,251	7,720	6,338
Gaston Coll. (N.C.)	160,571	19,985	140,586	0	0	0	160,571
Lane Cmty. Coll. (Ore.)	200,909	23,075	177,834	6,034	6,234	500	175,082
New Mexico Military Inst.	127,239	127,239	0	127,239	0	0	0
Northwestern Mich. Coll.	184,780	174,780	10,000	0	68,459	0	64,231
Palm Beach Jr.Coll. (Fla.)	198,327	198,327	0	9,195	2,967	0	5,215
Sandhills Cmty.Coll.(N.C.)	209,440	132,033	77,407	155,359	5,120	0	45,049
SUNY-Fashion Inst. Tech.	100,000	100,000	0	100,000	0	0	0
SUNY Monroe Cmty.	125,434	125,434	0	4,000	62,532	0	25,356
SUNY-New York City Cmty.	134,563	134,563	0	0	133,780	558	225
Vincennes U. (Ind.)	899,100	574,100	325,000	0	786,100	27,000	86,000
Wayne County Cmty. Coll. (Mich.)	1,984,646	2,508	1,982,138	1,982,138	0	0	2,508

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Annual Fund Information						General Information			
(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	
Other	Alumni of Record	Number alumni solicited	Alumni donors to annual fund	Alumni gifts to annual fund	Total, all annual fund gifts	Expend.- Educational & general & student aid	Endowment market value	Enrollment	Institution
[illegible]	32,696	32,696	10,380	$ 142,757	$ 139,056	$ 58,935,725	$ 958,323	15,209	Oregon St. U.
270,667	108,000	42,200	2,660	68,476	88,160	43,688,598	5,008,119	15,432	Oregon, U. of
0	15,000	7,000	0	0	0	8,527,466	56,194	4,435	Prairie View A & M U.(Tex)
271,385	108,873	108,000	8,941	1,006,701	1,030,321	125,502,574	31,153,937	35,777	Purdue U. (Ind.)
233,493	22,917	22,120	4,913	97,975	132,644	41,372,779	1,205,647	15,936	Rhode Island, U. of
0	23,329	23,327	1,831	29,806	33,482	NA	0	10,494	Sam Houston St.Coll.(Tex.)
138,500	1,200	0	0	0	0	$ 8,178,245	0	2,372	Sangamon St. U. (Ill.)
0	4,371	0	1	100	$ 100	24,768,088	NA	5,621	South Alabama, U. of
120,000	35,000	30,936	4,500	359,123	648,603	44,496,235	2,884,269	23,723	South Carolina, U. of
0	21,000	21,000	3,000	108,500	311,900	11,311,611	NA	6,386	South Dakota St. U.
135,708	14,611	0	0	0	0	34,342,836	71,327	11,835	Southern Illinois U.- Edwardsville
0	25,200	25,200	10,933	113,320	217,576	NA	NA	9,873	Southern Mississippi, U.of
53,539	22,000	22,000	2,700	26,700	26,700	31,770,413	220,500	18,988	South Florida, U. of
0	0	0	0	0	0	12,302,412	1,500	4,712	Tennessee St. U.
562,153	86,700	75,000	15,428	713,530	716,073	124,203,233	9,651,055	41,742	Tennessee, U. of
62,997	38,000	33,083	21,867	1,915,895	1,921,219	106,760,378	7,399,423	17,684	Texas A & M U.
0	26,742	25,270	3,166	78,121	157,700	25,032,238	891,733	14,669	Toledo, U. of (Ohio)
127,186	25,852	15,952	999	14,188	27,054	16,077,079	0	12,450	Towson St. Coll. (Md.)
1,066,169	151,386	80,000	4,480	126,391	166,405	78,851,513	6,091,833	21,767	Utah, U. of
130,991	23,012	23,012	652	14,659	35,042	43,624,557	10,746,573	16,093	Virginia Commonwealth U.
0	10,166	10,166	3,847	324,220	388,342	4,476,652	11,787,068	1,072	Virginia Military Inst.
564,8	38,200	38,700	13,468	642,803	762,962	58,347,818	437,917	16,401	Va. Poly. Inst. and St. U.
19,2	33,200	38,500	9,208	676,377	1,306,030	92,282,999	115,137,280	12,907	Virginia, U. of
839,025	49,999	49,999	5,559	167,139	626,974	57,145,863	NA	14,546	Washington St. U.
1,75	125,000	70,000	6,710	300,478	710,630	175,124,052	61,162,541	34,125	Washington, U. of
1,094,662	91,467	91,467	5,656	284,461	692,185	99,858,899	5,048,255	33,909	Wayne St. U. (Mich.)
26,432	12,000	12,000	299	7,354	7,354	1,460,540	NA	8,300	Weber St. Coll. (Utah)
1,450	12,380	10,210	620	14,345	14,545	10,878,390	261,924	6,104	Western Carolina U. (N.C.)
30,960	23,000	23,000	639	10,013	50,149	23,921,663	133,243	15,469	Western Illinois U.
19,281	63,587	49,118	7,046	131,354	621,982	46,115,000	53,327	21,128	Western Michigan U.
25,114	6,000	4,460	398	2,857	2,857	10,247,728	0	4,374	West Florida, U. of
0	56,998	56,998	159	4,104	48,355	4,938,000	0	3,669	West Virginia St. Coll.
870,481	70,000	50,000	13650	809,230	570,499	43,307,437	4,416,634	18,482	West Virginia U.
54,952	23,365	22,065	2,077	80,720	90,518	19,161,721	7,168,281	13,153	Wichita St. U. (Kan)
63,537	29,506	29,506	5,658	232,625	339,831	13,892,519	9,549,738	5,588	William and Mary, Coll.of
4,954,114	156,943	124,000	17,004	1,384,763	2,140,740	292,266,867	57,007,303	71,688	Wisconsin, U. of
3,663	24,366	14,000	1,572	10,702	16,935	17,142,438	603,559	8,888	Wisc., U. of-Eau Claire
1,375	0	0	0	0	0	7,140,006	10,000	5,625	Wisc., U. of-Green Bay
261,230	5,784	0	0	0	0	17,609,938	9,000	11,624	Wright St. U. (Ohio)
241,109	43,685	31,625	1,100	23,205	24,220	31,916,039	NA	9,989	Wyoming, U. of
250,000	NA	NA	NA	NA	NA	2,239,528	0	1,600	Beaver County, Cmty. Coll. of (Pa.)
0	0	0	0	0	0	1,492,587	0	1,068	S.D. Bishop St. Jr. Coll. (Ala.)
41,532	NA	0	0	0	0	18,266,481	131,973	19,933	Cuyahoga Cmty.Coll.(Ohio)
90,22	6,500	2,000	360	4,000	4,500	8,757,127	217,000	6,123	Delta Coll. (Mich.)
0	NA	NA	NA	NA	NA	2,622,510	9,248	2,600	Gaston Coll. (N.C.)
13,059	NA	NA	NA	NA	NA	7,720,523	177,834	5,288	Lane Cmty. Coll. (Ore.)
0	17,235	10,000	615	15,000	17,615	1,523,996	0	791	New Mexico Military Inst.
32,090	1,851	NA	NA	NA	NA	3,102,218	15,944	2,183	Northwestern Mich. Coll.
180,950	500	NA	NA	NA	NA	6,162,747	0	7,100	Palm Beach Jr.Coll. (Fla.)
3,912	2,028	NA	NA	NA	NA	2,146,997	0	1,336	Sandhills Cmty.Coll.(N.C.)
0	6	0	0	0	0	8,506,300	0	3,403	SUNY-Fashion Inst. Tech.
33,545	15,000	0	0	0	0	12,375,000	0	8,943	SUNY-Monroe Cmty.
0	25,000	21,000	250	558	558	27,902,143	NA	15,700	SUNY-New York City Cmty.
0	NA	NA	NA	NA	NA	3,886,425	NA	3,380	Vincennes U. (Ind.)
0	0	0	0	0	0	10,176,838	0	13,023	Wayne County Cmty. Coll. (Mich.)